



**Placer Community Wellness Fund  
Summary Notes: Planning Meeting  
7.9.07**

**Attendees: Veronica Blake, Anne Stains, Michael Alward, Cindy Brundage, Streamline (Seana)**

The Placer Wellness Fund team met to further define the details of the initiative. Below is a summary of the discussion.

**Update on Employee Giving Campaign:**

Placer County has agreed to allow the Placer Community Wellness Fund to be listed, along with the Placer Community Foundation. Cindy Brundage would be an ideal person to sit on the committee for the County giving as a spokesperson for the Wellness Fund.

Action: Seana to talk to Cindy about the above

Sutter has been taken off the list as a potential employee-giving prospect---the group felt that they are already giving to PCN in various other ways

Seana will contact Kent Nikata about his wife joining the committee as well as who would be a good contact at HP for the Wellness Fund

Seana is waiting to hear back from Bonnie Gore at Kaiser about their interest in an employee-giving program for the Fund

**Update on Fundraising Strategies**

The Team agreed that we should start developing other fundraising strategies for the Fund. Seana suggested a founding 50 concept, to start getting money into the fund in the short term. The Founding 50 is a strategy to get small businesses and individuals to give \$1000 to the Fund to get it off the ground. Seana stated that she would work with Lauren and Veronica to identify 10 people to kick-off the Founding 50. Anne commented that if a prospect could give more than \$1000 that they be considered for a larger gift. One idea is to ask key leaders at HHS to give to the Founding 50 instead of the employee giving campaign.

Anne suggested approaching the Auburn Journal and local radio stations for a \$1K in-kind donation of advertising. Seana thought Bayside Church might be a good Founding 50 prospect.

The group agreed that a separate meeting will need to be planned that will focus on prospects for the Founding 50 and above.

**Appeal Letter:** Because the Fund targets small human service non-profits, the hope is that some of the private providers (doctor groups) might be a good donor base. The group discussed the fundraising strategy of sending an appeal letter to a list of 300 providers. In this letter would be a giving menu so that people would have the option to give at various levels. The good thing about this strategy is that is low cost. To make the appeal letter, the group agreed it would be good to have a known, respected name on the letterhead.

**Buck for Wellness:** This fundraising strategy involves getting large businesses to add \$1 to their customer's bills (voluntary) to raise \$ for the Fund. The group still likes this idea a lot and will look at in more detail at future meetings.

#### **Update on Operations/backend details of the Fund:**

Anne suggested her colleague Christine Brown might be a good resource as a staff person for the Wellness Fund

Veronica would like to work out a way to have PCF give a grant to PCN to cover staff expenses for the Fund (with Fund dollars)

#### **Fund Marketing Materials Update**

The group gave feedback to Seana on the rack card

The group agreed that overall the card was too slick and needed a stronger Placer County feel

Veronica said she would be willing to share her collection of Placer-based shots for the marketing pieces

The group decided that the new name for the Wellness Fund should be Placer Community Wellness Fund and that materials should highlight the fund and minimize PCN and PCF so as not to confuse people.

**Action:** The group asked Seana to "coffee shop" test to rack card to see if it working to tell a compelling story

Anne agreed to help Seana rework some of the copy on the rack card

Group suggested that the copy on the card lead with statements about the needs (stat's from various non-profits) and use words such as safeguarding the health, etc.

#### **Fund Committee Update**

Tami from Pride was planning on attending the meeting but had a last minute change in plans. She is enthusiastic about participating in the project.

**Action:** Seana will contact Kent Nikata's about his wife joining the Committee. She used to serve on the grants committee for the HP employee-giving program.

#### **NEXT MEETING**

Monday, July 23, 2:30 at Pride Industries in Roseville

